

New Chapter in Tribune's History Starts With Uptown Purchase

Stirring Events of 80 Years Recorded at Nassau St. Corner

Great Fight for Freedom of Slaves and for Protection of American Industry Waged by Greeley From Old Building on Tribune's Present Site

By Royal Cortissoz

In a letter written long ago by John Russell Young, a famous managing editor of this paper, there is a passage referring to the Tribune Building that preceded the present skyscraper. "I never leave the old rookery, even for a day," he says, "so much as a boy goes away from home, and with a good deal of the same feeling of regret." The words are apposite to-day, when a new vista opens, at the end of which, in 1923, The Tribune will be established on another site, up town.

Young wrote his letter in 1868. Even then, half a century ago, the home of the paper was the home of its men, a place of sentiment, crowded with associations and memories. The change to more spacious quarters, when it came, was hailed with rejoicings by faithful Tribune writers and readers. The further change now planned will be welcomed in the same way, and for the same reasons. But writers and readers again will look back with affection upon receding scenes.

When Horace Greeley started his "New Morning Journal of Politics, Literature and General Intelligence," on April 10, 1841, he had next to no money and was obliged to content himself with an office at 30 Ann Street that was minute. Though he possessed type, his presswork had to be hired. But narrow quarters could not restrict his energies. Within two months he had achieved a circulation of 11,000, and very rapidly he placed himself in a position to look for more room. A year after its foundation The Tribune was moved from Ann Street to a building on Nassau and Spruce streets. This building was on February 5, 1845, on what Greeley called "the wildest, and stormiest night these dozen years."

Tribune's Building's Predecessor

He took the disaster cheerily enough and with the aid of neighbors got the paper out next morning only an hour late. His philosophy, by the way, did not neglect the practical lesson received. Writing twenty-five years later, apropos of the great Chicago fire, he said: "Ever since The Tribune office was burnt out, in 1845, we have kept always on hand duplicates of everything needed for the publication of the paper, forming in fact a complete duplicate office." Immediately after the fire a new five-story building of brick was begun on the same ground, while the paper received temporarily to its original Ann Street abode. It was in the building made possible by the fire, "the rookery," that Greeley decisively laid the des-

tiny of his paper. There he gathered around himself an historic staff. There he gave "The Farmer's Friend," a local habitation. There he fought his great fight for the abolition of slavery and in the less impassioned ways of patriotism made his contribution toward the fostering of American industry through the development of the protective tariff system. It was a liberal and happy shrine, if ever there was one, but a scene of strenuous affairs as the war drew on. There is record in the earlier minutes of the corporation of the appointment of a committee "to strengthen the doors of The Tribune pressroom in such a manner that they would withstand mob violence." In 1863, with the draft riots, came the time to profit by these precautions.

Ready for a Siege

Whitelaw Reid, then Washington correspondent for "The Cincinnati Gazette," has left a brief note on what he saw when, after Gettysburg, he hastened to New York and witnessed the expiring throes of the historic disturbance. He found The Tribune office transformed into an arsenal. "Muskets were provided for every employee. The floor of the editorial room was littered with hand grenades, and extra bayonets were lying about on the desks like some new pattern of mammoth penholders. Arrangements for pouring a volume of scalding steam into the lungs of anyone attempting to force an entrance had been perfected. In the midst of all the warlike preparations Mr. Greeley, cool and apparently listening to the progress of the mob, and making suggestions for perfecting the defenses of the office."

Building Evils Routed; N. Y. To Get Homes

Builder Gives Great Credit to Lockwood Committee and Mr. Untermyer for Destruction of Cliques

Walter Kraslow, who has been building dwellings in Brooklyn for twenty years, is of the opinion that the building shortage will rapidly disappear as the moral status of the local building industry improves. Union labor obstructionists have done more to retard the quick relief of the rent situation than all other evils in the construction field.

Mr. Kraslow said recently that the activities of the Lockwood committee and the ruthless way Samuel Untermyer, the committee's special counsel, has attacked the building labor organizations had placed the building craft on a higher plane than it has been for a long time.

"I can truthfully state," said Mr. Kraslow, "that at no period have I been confronted with greater difficulties or suffered more disappointments through inefficient and arrogant labor than I have during the post-war years. These problems have been the experience of practically all builders in this city and on many occasions we have despaired of a change of conditions."

"To-day the building industry is still far from being purged of its evils. Trade practices and abuses continue, which must be eliminated before the industry can possibly get back to normal. A start has been made, however, and only future results will show how great a value to the building industry has been the work of the Lockwood committee and its counsel."

"It has been my experience during the last few months that building conditions are better by far than they were one year ago."

"The reason why builders have put up with these intolerable labor conditions is that they have been actually afraid of placing the information at their command before the investigators because they feared to antagonize the unions. To have the business agents or walking delegates of the unions hostile would have been to their minds far more costly than the conditions under which they have been forced to operate."

Investigation of the trade union activities in this city one of the best things that ever happened for the construction industry. The public, which in the end must pay for the prevailing high building costs, inflated home values and exorbitant rentals, now knows just where the responsibility lies for this situation.

The rottenness now disclosed in trade union management and activities has done more to retard building construction, maintain high costs and generally disorganize the industry than all the combinations and other evils among manufacturers, doctors and contractors that previously have been disclosed by the Lockwood committee during these investigations.

"Arrogant, selfish and inefficient labor is the keynote of the construction condition of the local building industry to-day. The evidence brought out at the hearings, with whatever action is taken, will do much to place the picture in this particular branch of the business."

Measures should be continued until all trades and craftsmen responsible for the present chaotic condition are brought to justice. The building industry is too old and honorable a calling to be stigmatized by the graft, collusion and infatuation that have become historic during the past decade. Finish this investigation, and then let us all co-operate for the upbuilding of the industry. Let's get it back, specially to the former honorable plane."

Housings for 26,000 Families Now Underway in New York

There are now under construction in the greater city homes for 26,000 families. It is estimated that 4,400 families will be completed before the close of the year. Bronx and Brooklyn will profit by this last-minute completion in the Bronx will provide for 980 families and those in Brooklyn will give homes to 915.

Reports for Manhattan show places will be made for an additional 2,000 families due to the construction at this time. The new housings in Manhattan are in apartment houses. The reports are that twelve will be completed here before the New Year arrives.

The prospects that next year will find a higher percentage of houses under construction is supported by the survey made last week by the Building Trades Employers' Association, which shows that on December 15 there was actually under construction apartments and small dwellings for 21,550 families. There is little doubt that the builders have completed their

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Brick, two-family	4	2	1	1	8
Frame, one-family	—	42	91	628	761
Frame, two-family	—	18	92	89	199
Apartment	12	27	41	16	116
Number of families	436	577	515	249	2,377

Total number of families

Theaters	1
Hotels and office buildings	2
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Stores	4
Hotels	5
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Municipal buildings	7
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Frame, one-family	—	21	119	725	865
Frame, two-family	—	9	122	83	214
Apartment	30	120	224	164	538
Number of families	1,078	1,482	3,494	2,166	16,920

Total number of families

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Grand total number of families

Houses	1,078
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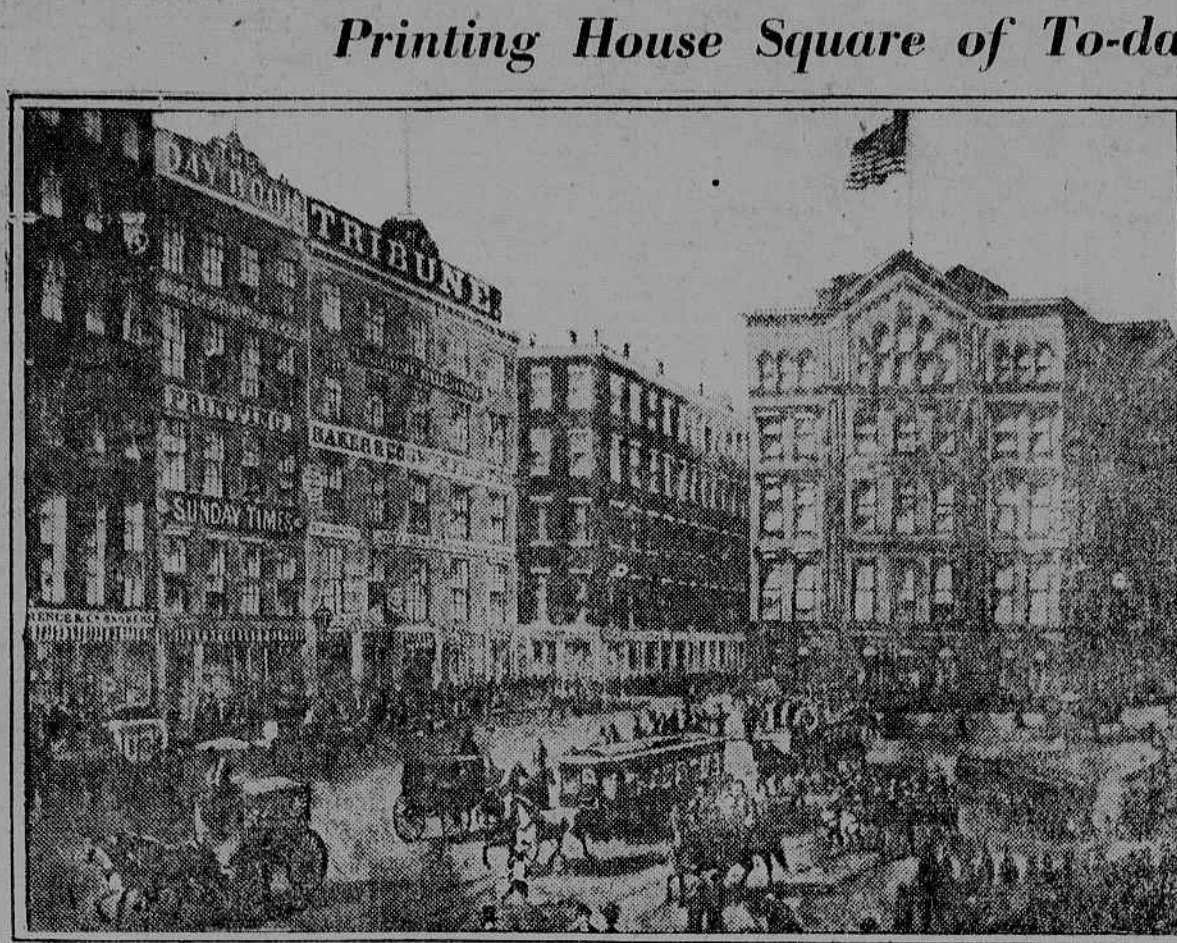
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Above reproduction shows Tribune's home and some of its contemporaries on Printing House Square back in 1875. The picture to right is Tribune Building of today.

Greeley died on November 29, 1872. The 11,000 mark had long since been passed by The Tribune. The circulation of the daily had reached 31,000, the of the weekly 15,000, and that of the weekly 15,000. The "old rookery" had become an embarrassingly limited in space as had been the "birthplace" on Ann Street. One of the first things that Whitelaw Reid did when he was placed in editorial and managerial control of the paper was to have passed at a meeting of the corporation a resolution looking to immediate action on a new building.

Rebuilt in 1875

In the spring of 1875 the leading architect of New York, the late Richard M. Hunt, drew the plans. Two months later bids were submitted by the contractors and in the following year the cornerstone was laid. It was to Hunt's artistic inspiration that New York owed the Florence Campanile which towered above all the other buildings in the city at that time, but it was Whitelaw Reid who was "the on-site" of the building as a monument to the growing prosperity of

the paper. On April 10, 1875, when The Tribune entered upon the thirty-fifth year of its existence and celebrated the event by taking possession of its new home, proudly announcing that it had reached an average daily circulation of 50,230 copies, the building was recognized as an affirmation of the editor's enterprise and courage.

It had been, as I have indicated, an important factor in all his plans of administration. In my "Life of Whitelaw Reid" I have shown how his friends cheered him on from the day that the foundations were laid. Through the ensuing two years the new building crops up in his correspondence pretty nearly as often as the wickedness of Grantism, which The Tribune was then fighting.

Henry Watterston used to threaten that no newspaper had up to that time, anywhere in the world, been so well lodged; there were new presses in the cellar to keep pace with the new requirements of the paper, and from top to bottom the work of construction had been perfectly done. This was before the days of steel-plate construction; the walls were of stone and brick, low-lying city, and The Tribune tower broke the skyline with an effect that was unique. It took its place as a great landmark. The tower soared 250 feet above the movement, with nothing on Manhattan Island to rival it save the spire of Trinity. How it struck a contemporary may be shown by this typical letter:

Washington, April 10, 1875.

My Dear Mr. Reid: I have just read to-day's Tribune and I cannot help writing you a line of congratulation. You have the most abundant reason to be proud of your wonderful achievement in journalism. For I think in all the elements of a really great newspaper The Tribune is unequalled to-day on either continent. And you are acquiring such prestige that I hardly know what limit can be placed to the progress and power of your paper. I do not, of course, know anything about the pecuniary results of your dash and daring enterprise, but I can plainly see that you are making it terribly expensive and burdensome to the other metropolitan dailies to even keep in sight of you. In a very short time The Tribune will be practically without competition in the most advanced sphere of journalism. A note of this kind from me would

Halstead, with poignant fellow feeling, thus adjured him: "I infer from a publication in The Tribune concerning the new Tribune Building that you propose to heat the house with steam. It occurs to me as a matter of humanity to say to you, before it is too late, that you should provide for the room that you occupy yourself, to emit the steam pipes and put in a neat fireplace. The steam-pipe system of heating is the most informal ever invented, for the destruction of editors, especially. I found the neat little fireplace, and, I am sure, cheerful glow and all, when he visited his friend that winter."

A Model Newspaper Plant

Hunt designed a building which fulfilled all that Reid and his sympathetic friends could ask. It was literally true that no newspaper had up to that time, anywhere in the world, been so well lodged; there were new presses in the cellar to keep pace with the new requirements of the paper, and from top to bottom the work of construction had been perfectly done. This was before the days of steel-plate construction; the walls were of stone and brick, low-lying city, and The Tribune tower broke the skyline with an effect that was unique. It took its place as a great landmark. The tower soared 250 feet above the movement, with nothing on Manhattan Island to rival it save the spire of Trinity. How it struck a contemporary may be shown by this typical letter:

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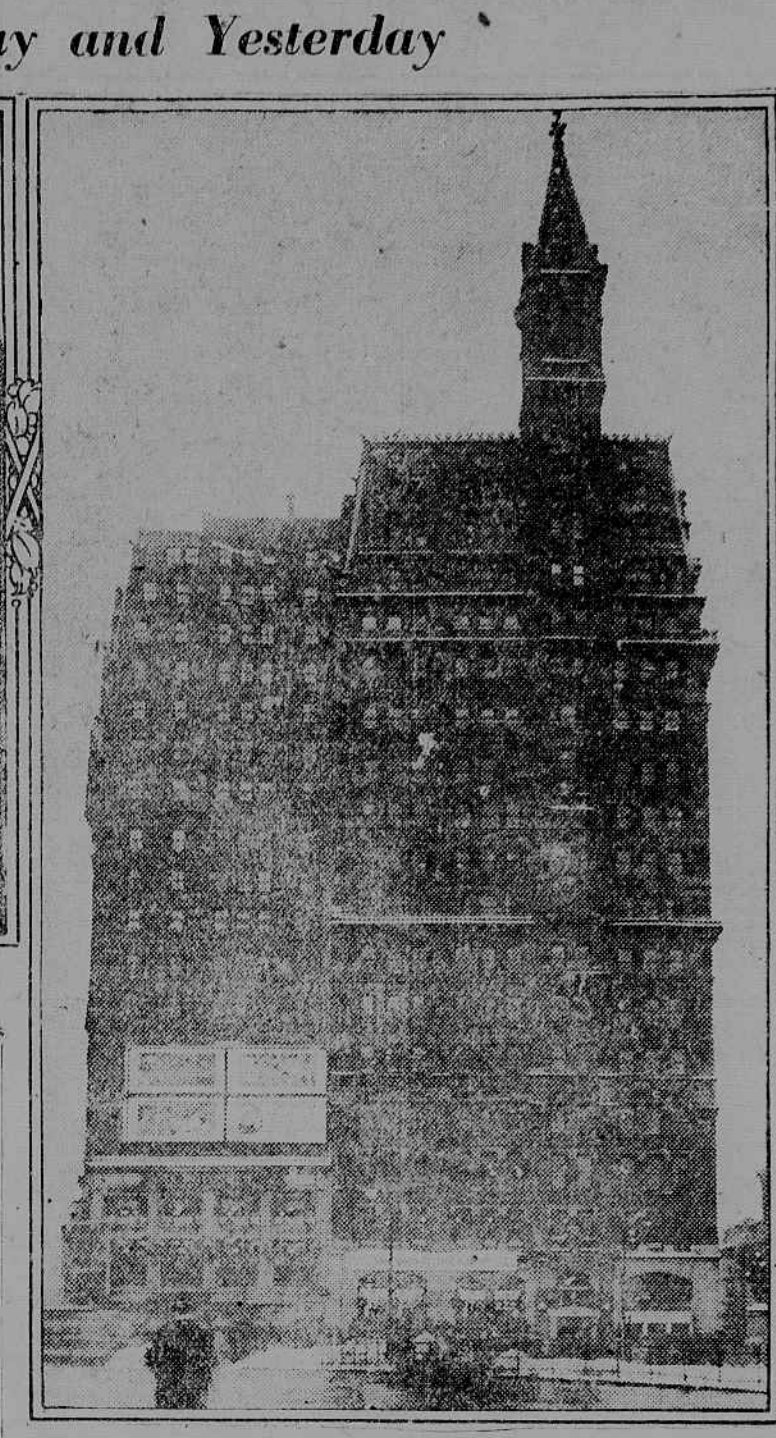
be misconstrued by the public. By you it will be understood as my tribute to the victor in one of the greatest, most difficult and most heroic fields of intellectual effort.

Very sincerely,
J. G. BLAINE.

Historic Newspaper Office

The erection of the building spelled success in the eyes of the world at large. To the men of the "old rookery" it spelled also new comforts and the accumulation of new associations, enriching the old. That "neat fireplace" which meant so much to Halstead in a lofty room at the corner of the ninth floor. There Whitelaw Reid had his sanctum and, adjoining it, in the tower, a bedroom in which he snatched a few hours sleep on the nights when the duties of journalism seemed never to end. North of his quarters, on the same side of the building, with immense windows looking down on the park, the editorial room was placed, two stories high, with bookcases lining the gallery that ran around three sides. At the other end, on Spruce Street, were the city and telegraph rooms and up a short flight of stairs was the composing room. It was in that composing room, I may mention in passing, that the Mergenthaler Linotype machine had its first trials and was perfected into the marvelous instrument of world-wide use that it is to-day. The two floors up there in the air seem curiously modest in scale, viewed from the standpoint of 1921, with the vastly increased needs of a paper at a new stage of development. Their comparatively small dimensions, seen in retrospect, only make them seem the more intimate, the more thickly charged with memories.

The "new rookery," if I may so designate it, was thronged, like the old, by memorable personalities. It was the scene on which Bayard Taylor ex-



The site of the Tribune Building, the future is in one of the best locations in the world. Story, song, gossip have carried the reputation. Forty-second Street as the most spot in New York life to nearly every corner of this and other countries. Literally speaking every one knows has heard of Forty-second Street. The Tribune, as had been announced, has acquired the large site at 219 to 229 West Fortieth Street as the site for a business home.

Some time in the early spring of 1922, after long investigation and study of many neighborhoods, it was found the ideal for a morning newspaper, because it is at the hub of transit life within the city and to parts beyond. The wonderful growth of the city since the Tribune established on what was formerly appropriately named "News- paper Row" has reduced the value of the old section from the standpoint of a morning publication. When The Tribune located at Nassau and Spruce streets New York was almost entirely within a few blocks of its doors. At any rate, this was true so far as population was concerned. Forty-second Street and Broadway at that time commanded little attention, for there was nothing that indicated that it was ever held a business position on a level with Wall Street, Broad Street, Newspaper Row and other locations close to the headquarters of The Tribune.

Population Spread Afloat

In the last decade or two people have been swarming to the west, as well as to the north. It proved transit and promised traveling facilities induced people to go beyond the East and the North rivers, as the sands of families have poured out of the old locations by the great pressure of trade in the older sections. The pressure has revolutionized real estate values, and the use to which property has been put in the older districts.

Newspaper Row to-day is decidedly an office building section. Space there is too valuable for manufacturing purposes to be given to the great number of manufacturers who came there. The Tribune and other of the New York papers actually have been driven to other parts of the city. Wall Street has a great deal of space, but it is not the center of the banking and stock brokerage business of New York, and the banking streets have not sufficient space for the great numbers of bankers and stock dealers of New York. For ten years "Wall Street" has been spreading out to the north. The establishment of the Federal Reserve Bank on Nassau Street, for instance, has stretched "Wall Street" farther north than any ever dreamed. Although the semi-federal bank building is still in the minor stages of construction, a colony of business institutions is now gathering around the hole of which the \$15,000,000 banking structure will rise.

Newspaper Row a Memory

Attached to "Wall Street" are many other businesses. Corporation lawyers, for instance, find it necessary to be close to their banks and broker clients. Attached to law are other businesses or professions which must be accommodated convenient to the latter. The business of the newspaper business on Nassau Street, the lower end of Manhattan, drives out the printers, leather makers, and other factory interests which for years were distinctly a part of the newspaper business district of New York. Newspaper Row has been hit hard by this gradual development. When The Tribune goes there will be only papers left on Nassau Street. Press in the Potter Building at Park Row and Beekman Street, are the only papers besides The Tribune on the Row. Their papers and their plants are now located in the new York Press in the corner of Nassau and Beekman streets. The spread of population also determined the necessity of surrendering the old corner which has been associated with printing and The Tribune for eighty years.

At the Crossroads

The new location is two short blocks from Broadway and Forty-second Street, which may be termed the crossroads of New York. Every town has four corners, and Forty-second Street and Broadway is New York's. It is the focal point of transit, both urban and suburban; it is the center of the greatest hotel and theater section in the world. America's finest shops are located there. "The Little Wall Street," as it is called, is New York's. Several of the leading railroads of the country terminate in the area. New York is the fastest growing locality in the country, and in past years has been the only district which has provided Father Knickerbocker with a substantial increase in taxes. It is one of the districts where the city tax experts have not been compelled to pare down valuations. Any doubt that it is the "crossroads" of New York will be corrected by consulting the Transit Commission's statistics of last year, which show that during 1920 the number of people who entered subway stations on Forty-second Street was 30,000, more than the population of the entire country. Visualize all the men, women and children who live in this country and France passing through Forty-second Street, and one will get an idea of the strategic importance of this district.

After eighty years The Tribune is taking Horace Greeley's advice, "I am going West—to Fortieth Street."

GarmentMakers' Building Assured Permanent Light

Two-Story Structure Planned for Rear of 39th Street Sixteen-Story Loft

The syndicate comprising William Fischman, J. Heit & Sons, H. B. Rubin and Joseph E. Gilbert, which has had plans filed by George & Edward Blum, architects, for a sixteen-story stone building for the garment industry, at 209 West Thirty-ninth Street, with a frontage of 132 feet, has acquired the property in the rear at 206 to 216 West Fortieth Street, with a frontage of 85 feet, for a two-story structure.

The low building will make it unnecessary for any setback for the taller structure and assures permanent light and air. The building will be conducted under the co-operative plan of ownership and will be the furthest north in the new needle workers' section in the new needle workers' section. Members of the syndicate will occupy a substantial portion of the building for their own business. It is planned to have the structure ready for occupancy by October, 1922. It will contain three passenger elevators and four freight elevators.

The survey made by the Building Trades Employers' Association was very thorough. Every section of the greater city was gone over by eighty-two men, who reported their finds to Samuel B. Donnelly, secretary of the association, together with the actual state of construction. The statistics which follow represent the exact efforts that are being made at this particular time to relieve the shortage.

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